Title: ADVERTISEMENT SYSTEM
Inventor(s): Kazuhito OGURA et al.
Serial No.: 09/845,258

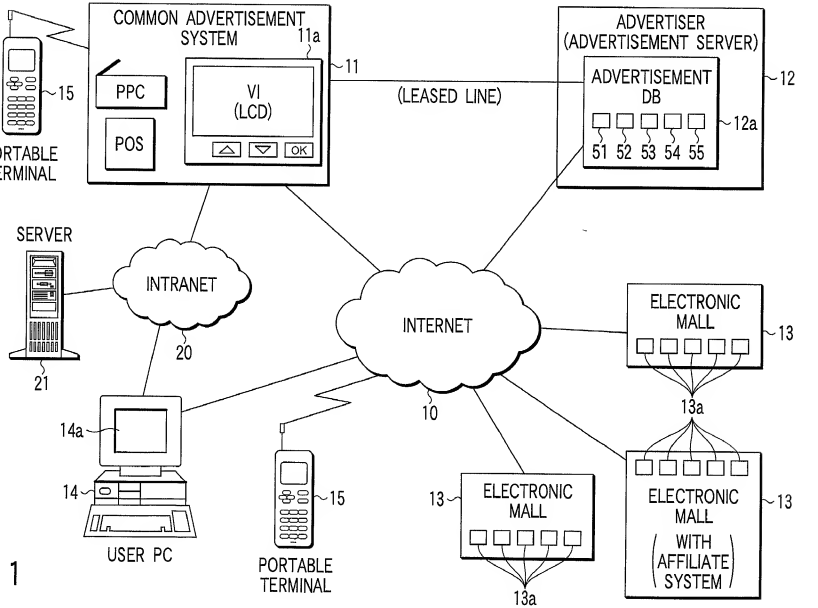

FIG. 1

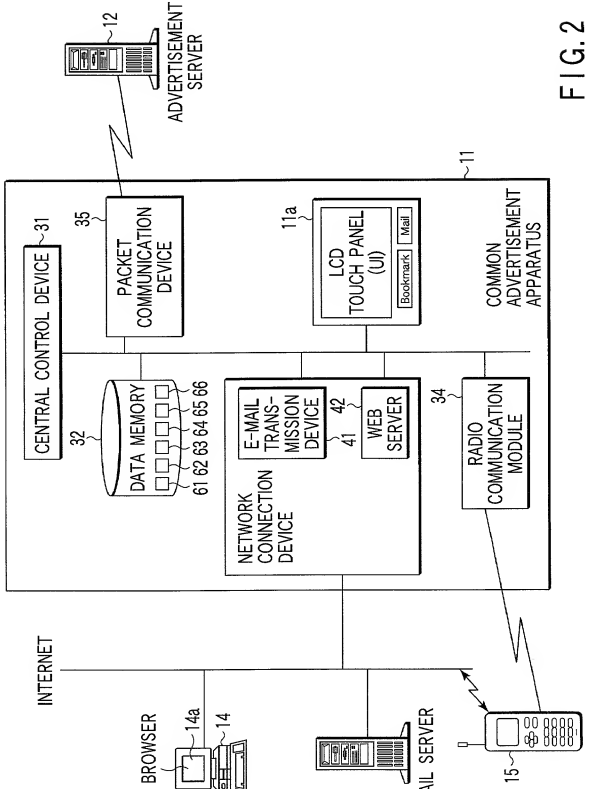
12
ADVERTISEMENT SERVER
11
35
PACKET COMMUNICATION DEVICE
31
CENTRAL CONTROL DEVICE
11a
LCD TOUCH PANEL (UI)
Bookmark
Mail
COMMON ADVERTISEMENT APPARATUS
32
DATA MEMORY
61 62 63 64 65 66
NETWORK CONNECTION DEVICE
E-MAIL TRANS-MISSION DEVICE
42
41
WEB SERVER
34
RADIO COMMUNICATION MODULE
INTERNET
WEB BROWSER
14a
14
MAIL SERVER
15

FIG. 2

51

ADVERTISEMENT MASTER			
ADVERTISEMENT ID	VIDEO DATA	MAIL BODY	SNAPSHOT
AD1	AD1.mpg	PRESENTATION TEXT	AD1.jpg
AD2	AD2.mpg	⋮	AD2.jpg
AD3	AD3.mpg	⋮	AD3.jpg
⋮	⋮	⋮	⋮

FIG. 3

52

PRESENTATION SITE URL		
ADVERTISEMENT ID	COMMON ADVERTISEMENT SYSTEM ID	URL
AD1	Company1	http://…/….cgi&ID=Company1
AD1	Company2	http://…/….cgi&ID=Company2
AD2	All	http://…/….cgi
AD3	All	http://…/….cgi
⋮	⋮	⋮

FIG. 4

53

ADVERTISEMENT CATEGORY MASTER	
ADVERTISEMENT ID	CATEGORY
AD1	INFORMATION PROCESSING
AD1	ECONOMY
AD2	LIFE
AD2	AGRICULTURE
AD3	⋮
AD3	⋮
⋮	⋮

FIG. 5

54

PERMISSION CATEGORY		
ADVERTISEMENT SYSTEM ID	PERMISSION TIME ZONE	CATEGORY
Company1	0:00 ~ 23:59	LIFE
Company1	0:00 ~ 23:59	INFORMATION PROCESSING
Company2	0:00 ~ 18:59	INFORMATION PROCESSING
Company2	19:00 ~ 23:59	LIFE
⋮	⋮	⋮

FIG. 6

55

ADVERTISEMENT LOG (BOOKMARK)		
ADVERTISEMENT SYSTEM ID	ADVERTISEMENT ID	TIME
Company1	AD1	12:00:00
Company1	AD2	12:00:15
Company1	AD3	12:00:45
⋮	⋮	⋮

FIG. 7

61

ADDRESS LOG	
SERIAL NUMBER	ADDRESS
8091	xxx@xxx·····
8090	xxx@xxx·····
8088	zzz@zzz·····

FIG. 8

62

USER MASTER		
USER ID	NAME	ADDRESS
U1	MR. A	asai@xxx·····
U2	MR. B	asano@xxx·····

FIG. 9

63

PERMISSION CATEGORY	
PERMISSION TIME ZONE	CATEGORY
0:00 ~ 18:59	INFORMATION PROCESSING
19:00 ~ 23:59	LIFE

FIG. 10

64

USER ID	
ADVERTISEMENT ID	TIME
AD1	12:00:00
AD2	12:00:15
AD3	12:00:45

FIG. 11

65

BOOKMARK		
USER ID	ADVERTISEMENT ID	TIME
U1	AD1	12:00:00
U2	AD3	12:00:45

FIG. 12

66

FORM	
NAME	FORM CHARACTER STRING
ADDRESSED TO USER HIMSELF/HERSELF	FORM A
PURCHASE REQUEST	FORM B

FIG. 13

FORM A

```
To : $ UserAddress $
From : PPC AD System
Subject : PPC AD
---
$ MailBody $
$ URL $
```

FIG. 14

FORM B

```
To : koubai@xxx…
From : PPC AD System
Subject :
---
PERSONNEL IN CHARGE OF PURCHASE
DEAR SIR/MADAM :
MR./MS. $ User $ IS REQUESTING YOU TO BUY THE
FOLLOWING ARTICLE. THANK YOU FOR YOUR
CONSIDERATION OF THIS REQUEST.
$ MailBody $
FOR ORDER, ENTER
$ URL $
```

FIG. 15

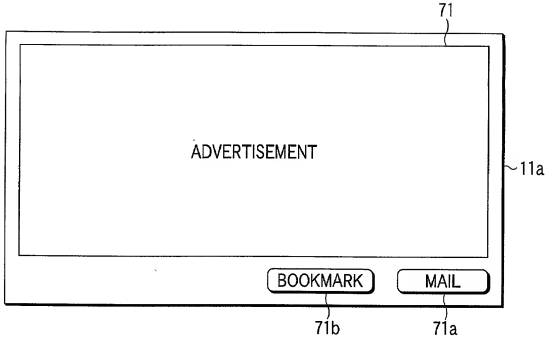
71
ADVERTISEMENT
11a
BOOKMARK
MAIL
71b
71a

FIG. 16

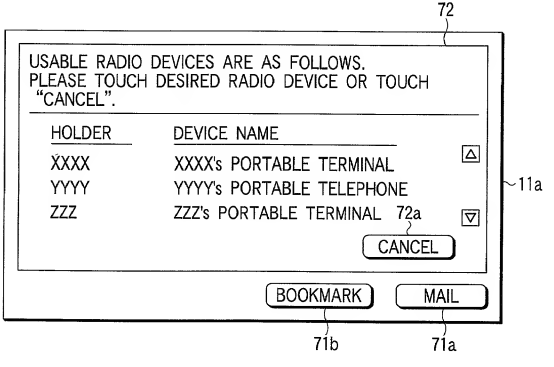
72
USABLE RADIO DEVICES ARE AS FOLLOWS.
PLEASE TOUCH DESIRED RADIO DEVICE OR TOUCH
"CANCEL".
HOLDER
DEVICE NAME
XXXX
XXXX's PORTABLE TERMINAL
YYYY
YYYY's PORTABLE TELEPHONE
ZZZ
ZZZ's PORTABLE TERMINAL
72a
CANCEL
11a
BOOKMARK
MAIL
71b
71a

FIG. 17

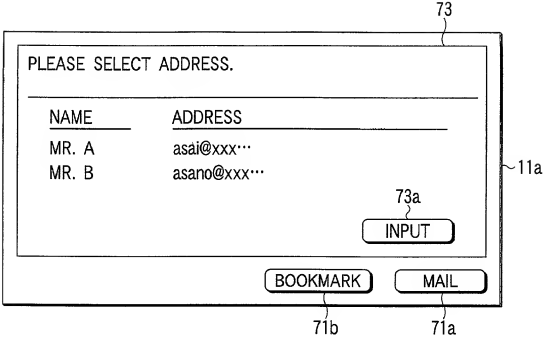
73
PLEASE SELECT ADDRESS.
NAME
ADDRESS
MR. A
asai@xxx···
MR. B
asano@xxx···
11a
73a
INPUT
BOOKMARK
MAIL
71b
71a

FIG. 18

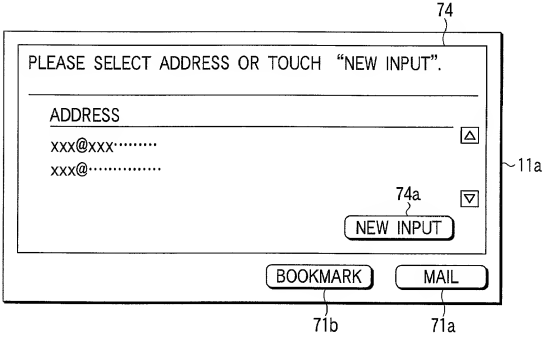
74
PLEASE SELECT ADDRESS OR TOUCH "NEW INPUT".
ADDRESS
xxx@xxx·····
xxx@·····
11a
74a
NEW INPUT
BOOKMARK
MAIL
71b
71a

FIG. 19

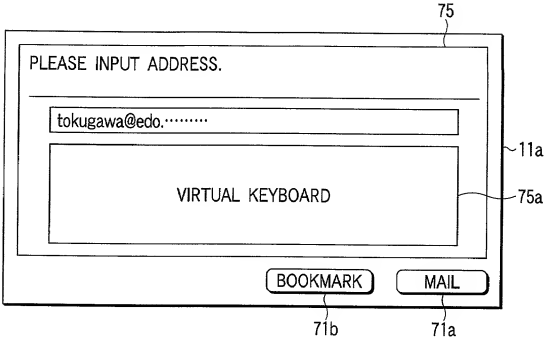
75
PLEASE INPUT ADDRESS.
tokugawa@edo.·····
11a
VIRTUAL KEYBOARD
75a
BOOKMARK
MAIL
71b
71a

FIG. 20

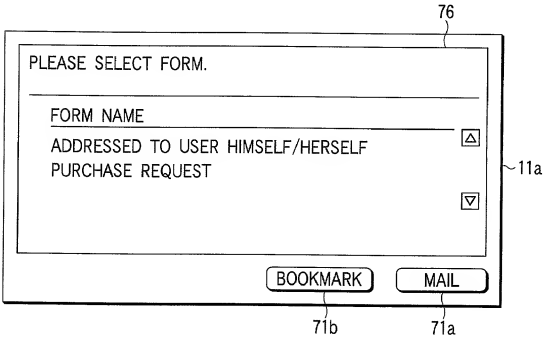
76
PLEASE SELECT FORM.
FORM NAME
ADDRESSED TO USER HIMSELF/HERSELF
PURCHASE REQUEST
11a
BOOKMARK
MAIL
71b
71a

FIG. 21

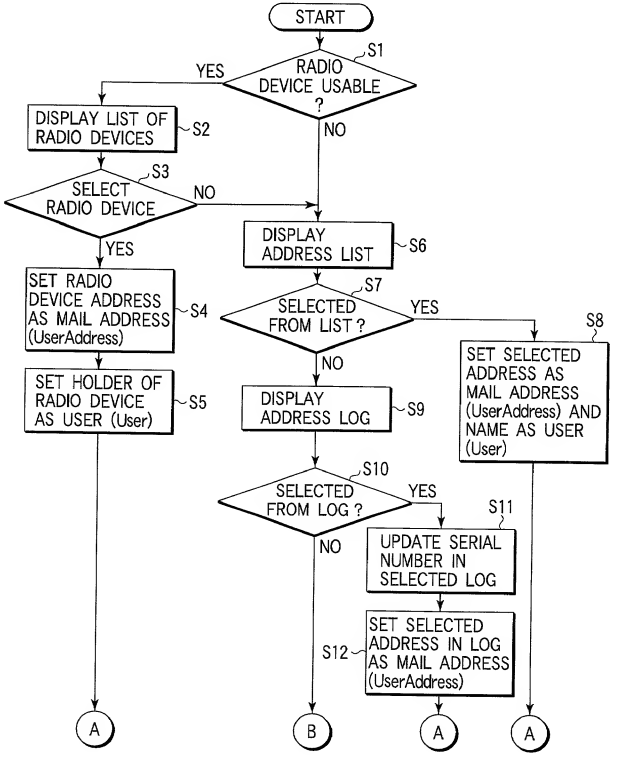
START
S1
RADIO DEVICE USABLE ?
YES
NO
DISPLAY LIST OF RADIO DEVICES
S2
S3
SELECT RADIO DEVICE
NO
YES
DISPLAY ADDRESS LIST
S6
SET RADIO DEVICE ADDRESS AS MAIL ADDRESS (UserAddress)
S4
S7
SELECTED FROM LIST ?
YES
S8
SET SELECTED ADDRESS AS MAIL ADDRESS (UserAddress) AND NAME AS USER (User)
SET HOLDER OF RADIO DEVICE AS USER (User)
S5
NO
DISPLAY ADDRESS LOG
S9
S10
SELECTED FROM LOG ?
YES
S11
NO
UPDATE SERIAL NUMBER IN SELECTED LOG
SET SELECTED ADDRESS IN LOG AS MAIL ADDRESS (UserAddress)
S12
A
B
A
A

FIG. 22

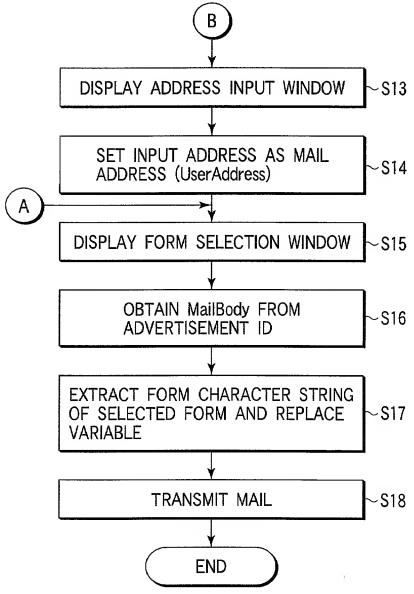
B
DISPLAY ADDRESS INPUT WINDOW
S13
SET INPUT ADDRESS AS MAIL ADDRESS (UserAddress)
S14
A
DISPLAY FORM SELECTION WINDOW
S15
OBTAIN MailBody FROM ADVERTISEMENT ID
S16
EXTRACT FORM CHARACTER STRING OF SELECTED FORM AND REPLACE VARIABLE
S17
TRANSMIT MAIL
S18
END

FIG. 23

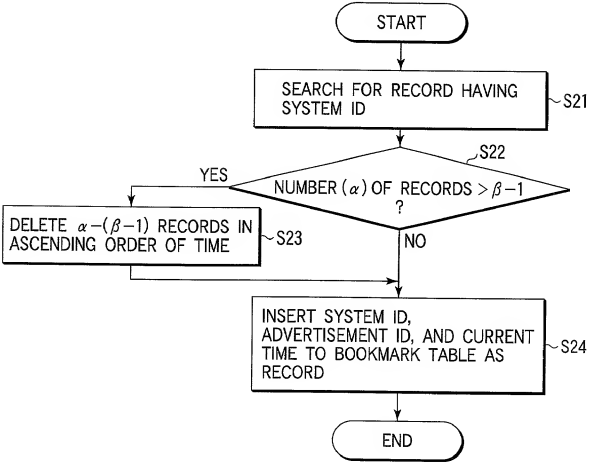
START
SEARCH FOR RECORD HAVING SYSTEM ID
S21
S22
YES
NUMBER (α) OF RECORDS > β−1 ?
DELETE α−(β−1) RECORDS IN ASCENDING ORDER OF TIME
S23
NO
INSERT SYSTEM ID, ADVERTISEMENT ID, AND CURRENT TIME TO BOOKMARK TABLE AS RECORD
S24
END

FIG. 24

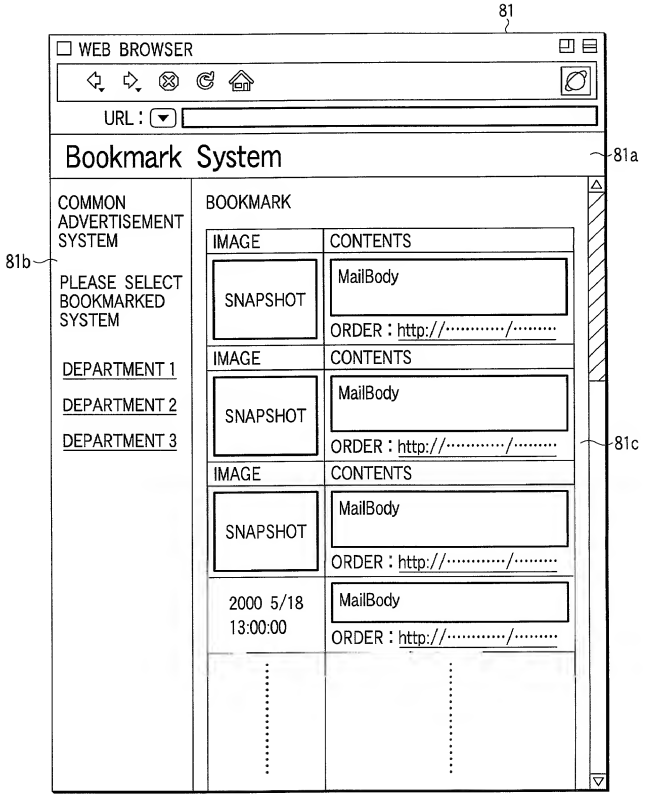
81
WEB BROWSER
URL :
Bookmark System
81a
COMMON ADVERTISEMENT SYSTEM
81b
PLEASE SELECT BOOKMARKED SYSTEM
DEPARTMENT 1
DEPARTMENT 2
DEPARTMENT 3
BOOKMARK
IMAGE
CONTENTS
SNAPSHOT
MailBody
ORDER : http://...../.....
IMAGE
CONTENTS
SNAPSHOT
MailBody
ORDER : http://...../.....
81c
IMAGE
CONTENTS
SNAPSHOT
MailBody
ORDER : http://...../.....
2000 5/18 13:00:00
MailBody
ORDER : http://...../.....

FIG. 25

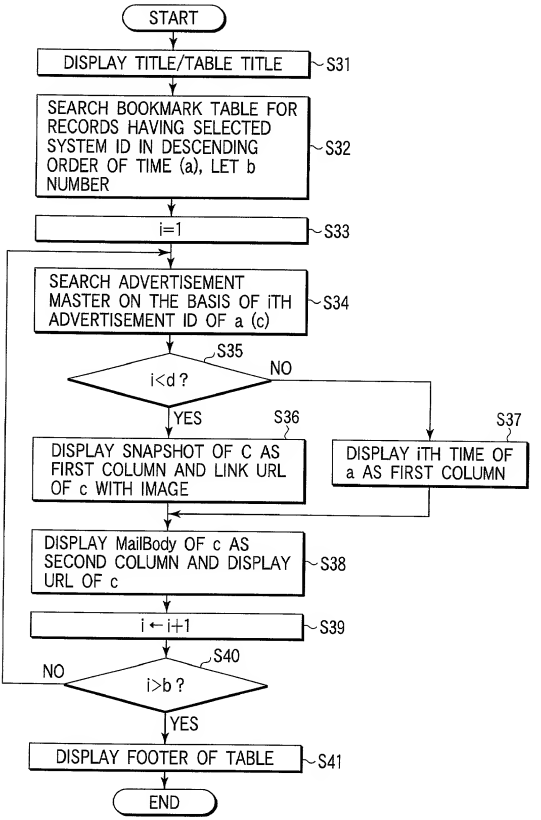
START
DISPLAY TITLE/TABLE TITLE
S31
SEARCH BOOKMARK TABLE FOR RECORDS HAVING SELECTED SYSTEM ID IN DESCENDING ORDER OF TIME (a), LET b NUMBER
S32
i=1
S33
SEARCH ADVERTISEMENT MASTER ON THE BASIS OF iTH ADVERTISEMENT ID OF a (c)
S34
S35
i<d ?
NO
YES
S36
DISPLAY SNAPSHOT OF C AS FIRST COLUMN AND LINK URL OF c WITH IMAGE
S37
DISPLAY iTH TIME OF a AS FIRST COLUMN
DISPLAY MailBody OF c AS SECOND COLUMN AND DISPLAY URL OF c
S38
i ← i+1
S39
S40
NO
i>b ?
YES
DISPLAY FOOTER OF TABLE
S41
END

FIG. 26

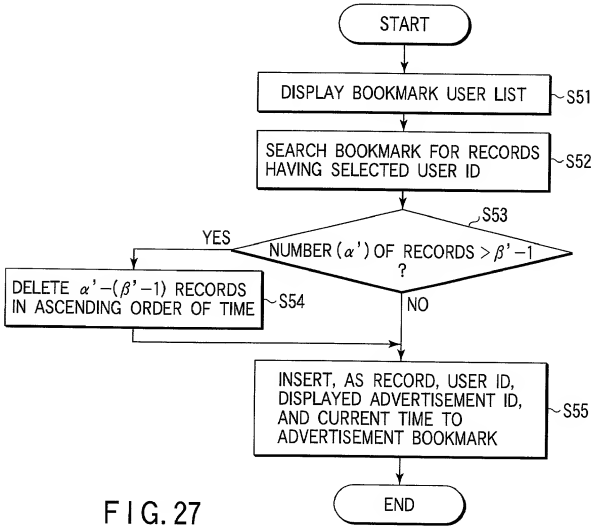
START
DISPLAY BOOKMARK USER LIST
S51
SEARCH BOOKMARK FOR RECORDS HAVING SELECTED USER ID
S52
S53
YES
NUMBER (α') OF RECORDS > β'−1 ?
DELETE α'−(β'−1) RECORDS IN ASCENDING ORDER OF TIME
S54
NO
INSERT, AS RECORD, USER ID, DISPLAYED ADVERTISEMENT ID, AND CURRENT TIME TO ADVERTISEMENT BOOKMARK
S55
END

FIG. 27

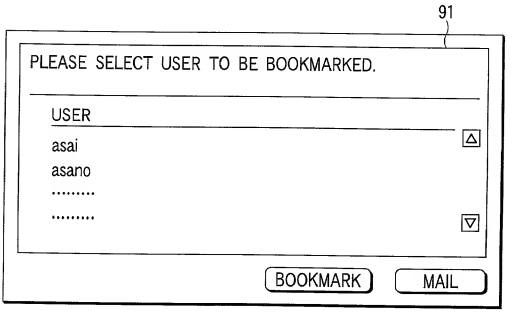
91
PLEASE SELECT USER TO BE BOOKMARKED.
USER
asai
asano
.....
.....
BOOKMARK
MAIL

FIG. 28

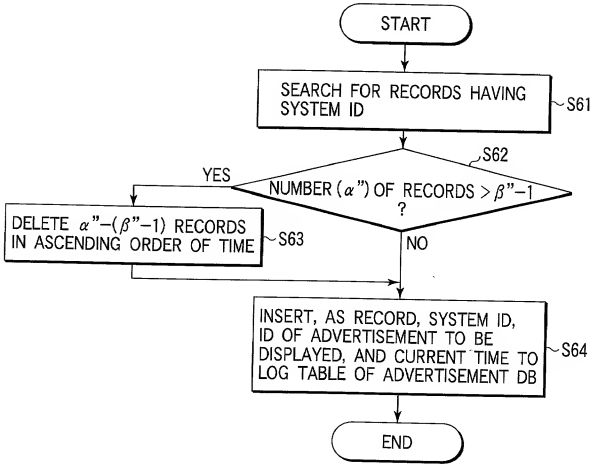
START
SEARCH FOR RECORDS HAVING SYSTEM ID
S61
S62
YES
NUMBER (α") OF RECORDS > β"−1 ?
DELETE α"−(β"−1) RECORDS IN ASCENDING ORDER OF TIME
S63
NO
INSERT, AS RECORD, SYSTEM ID, ID OF ADVERTISEMENT TO BE DISPLAYED, AND CURRENT TIME TO LOG TABLE OF ADVERTISEMENT DB
S64
END

FIG. 29

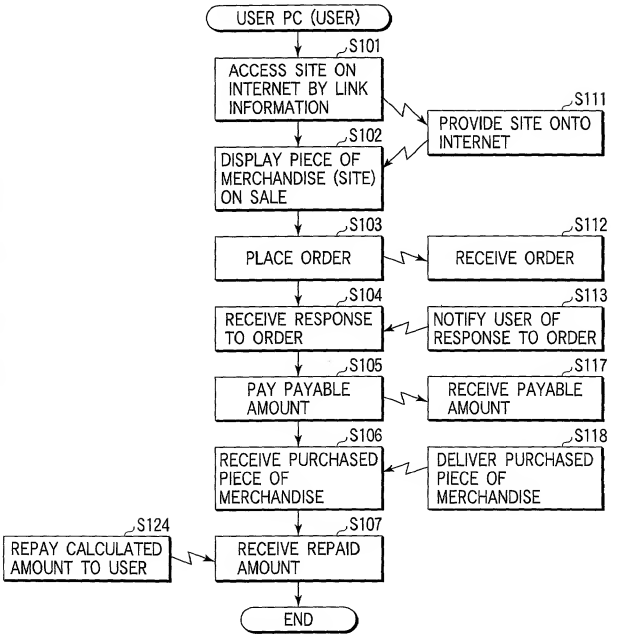
USER PC (USER)
S101
ACCESS SITE ON INTERNET BY LINK INFORMATION
S111
PROVIDE SITE ONTO INTERNET
S102
DISPLAY PIECE OF MERCHANDISE (SITE) ON SALE
S103
PLACE ORDER
S112
RECEIVE ORDER
S104
RECEIVE RESPONSE TO ORDER
S113
NOTIFY USER OF RESPONSE TO ORDER
S105
PAY PAYABLE AMOUNT
S117
RECEIVE PAYABLE AMOUNT
S106
RECEIVE PURCHASED PIECE OF MERCHANDISE
S118
DELIVER PURCHASED PIECE OF MERCHANDISE
S124
REPAY CALCULATED AMOUNT TO USER
S107
RECEIVE REPAID AMOUNT
END

FIG. 30

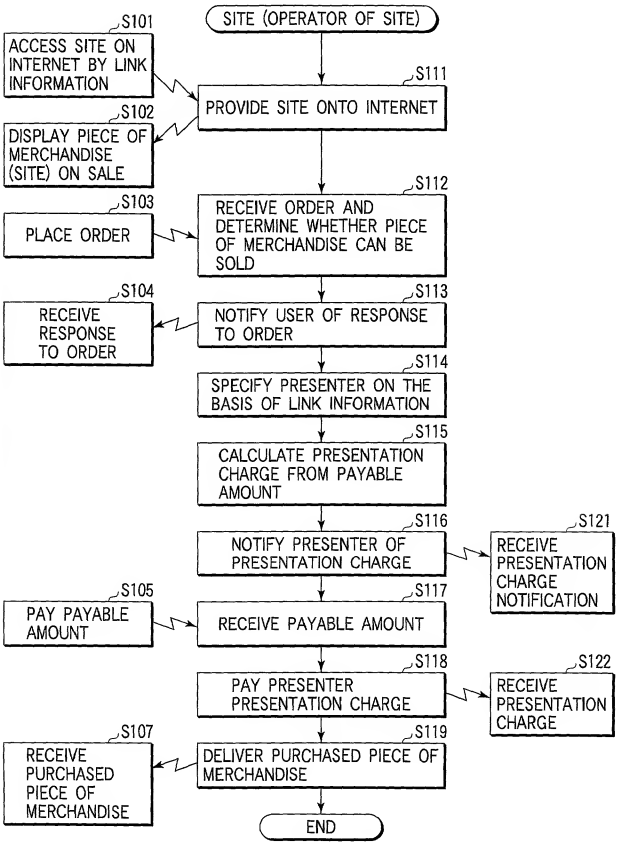
SITE (OPERATOR OF SITE)
S101
ACCESS SITE ON INTERNET BY LINK INFORMATION
S111
PROVIDE SITE ONTO INTERNET
S102
DISPLAY PIECE OF MERCHANDISE (SITE) ON SALE
S112
S103
PLACE ORDER
RECEIVE ORDER AND DETERMINE WHETHER PIECE OF MERCHANDISE CAN BE SOLD
S104
S113
RECEIVE RESPONSE TO ORDER
NOTIFY USER OF RESPONSE TO ORDER
S114
SPECIFY PRESENTER ON THE BASIS OF LINK INFORMATION
S115
CALCULATE PRESENTATION CHARGE FROM PAYABLE AMOUNT
S116
S121
NOTIFY PRESENTER OF PRESENTATION CHARGE
RECEIVE PRESENTATION CHARGE NOTIFICATION
S105
S117
PAY PAYABLE AMOUNT
RECEIVE PAYABLE AMOUNT
S118
S122
PAY PRESENTER PRESENTATION CHARGE
RECEIVE PRESENTATION CHARGE
S107
S119
RECEIVE PURCHASED PIECE OF MERCHANDISE
DELIVER PURCHASED PIECE OF MERCHANDISE
END

FIG. 31

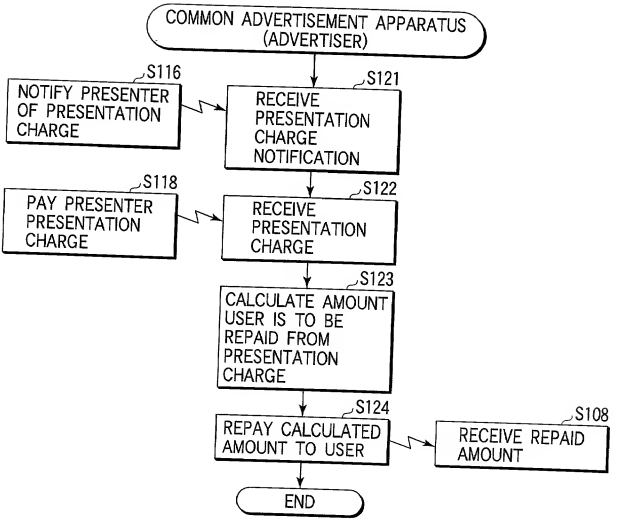
COMMON ADVERTISEMENT APPARATUS (ADVERTISER)
S116
NOTIFY PRESENTER OF PRESENTATION CHARGE
S121
RECEIVE PRESENTATION CHARGE NOTIFICATION
S118
PAY PRESENTER PRESENTATION CHARGE
S122
RECEIVE PRESENTATION CHARGE
S123
CALCULATE AMOUNT USER IS TO BE REPAID FROM PRESENTATION CHARGE
S124
REPAY CALCULATED AMOUNT TO USER
S108
RECEIVE REPAID AMOUNT
END

FIG. 32